

## ABSTRACT

A method for electronically generating and assigning a photograph is provided. The method employs a server-based control program and preferably utilizes an Internet web browser to interface with users. The control program receives a photograph request from a user and issues a user identification and an access code for that specific user. The control program then receives a photograph specification from the user, the specification detailing the criteria for the photograph, such as size, style and media. The user may be a single customer or a group. The user searches a photographer data base for a photographer that corresponds to user's needs. The program then transmits the specifications to the selected photographers. The control program co-ordinates the user's review and/or approval of submissions by the photographer in response to the user's specifications. When the photographic assignment submittal is finally approved as submitted, the transaction is closed, with the control program performing appropriate notification and billing functions. The time and complexity involved in photographic assignment is significantly reduced, while still meeting the needs of the users in providing a private and secure photographic assignment. For each progressing project, the photographic assignment control program can receive revisions and comments from any number of users, and track the revision history of a current project or a past project, from initiation to completion.